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#### DOCUMENT HISTORY LOG

STATUS <sup>1</sup>	DOCUMENT REVISION <sup>2</sup>	EFFECTIVE DATE	DESCRIPTION <sup>3</sup>
Baseline	2.0	February 15, 2015	<p>Initial version Uniform Managed Care Manual Chapter 4.6, "MCO Materials Submission Process."</p> <p>Chapter 4.6 applies to contracts issued as a result of HHSC RFP numbers 529-06-0293, 529-08-0001, 529-10-0020, 529-12-0002, 529-12-0003, 529-13-0042, and 529-13-0042.</p>
Revision	2.1	September 1, 2016	<p>Section I. "Applicability" is updated to include the STAR Kids Program.</p> <p>Section II. "Purpose" is modified for clarity.</p> <p>Section III. "General Instructions" is renamed "Material Submissions" and subsections "Materials that Require Submission for Approval" and "Materials that Do Not Require Submission for Approval" (previously III. I. and III. J.) are updated.</p> <p>Section IV. "Submission Guidelines" is added.</p> <p>Subsection IV. A. "Submissions to the HPM Communications Mailbox" (previously III. A. "Submission Instructions") is updated.</p> <p>Subsection IV. B. "Submissions to the Vendor Drug Program (VDP) MCO Solutions Mailbox" is added.</p> <p>Subsection IV. C. "Submissions to the MCO's HPM Team" is added.</p> <p>Previous subsections III. B. "Required Elements" and III. C. "Instructions for Completing Required Elements" are deleted and incorporated into new UMCM Chapters 4.6.1 "Medicaid Managed Care, CHIP, and DMO Marketing, Member, and Provider Materials Form Instructions" and 4.6.2 "Medicaid Managed Care, CHIP, and DMO Marketing, Member, and Provider Materials Form."</p> <p>Subsection IV. D. "Additional Submission Item Guidelines" is added.</p> <p>Subsections IV. D. 1. "Critical Elements," IV. D. 2 "Revision of Previously Approved Materials," IV. D. 3.</p>



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			<p>"Reading Grade Level," IV. D. 4. "Templates," and IV. D. 5 "Content Only Submissions" (previously subsections III. D., III. E., III. F., III. H., and Section VIII. respectively) are modified.</p> <p>Subsections III. G. "Notifications for Use of Previously-Approved Materials" and III. K. "File and Use" are deleted.</p> <p>Section IV. "MCO Responsibility for Accuracy," Section VI. "Post Approval Modifications," and Section VII. "Expedited Review and Approval Requests" are deleted.</p> <p>Section V. "Review and Approval Process and Timeframes" is modified to include information from deleted Sections IV., VI. and VII.</p> <p>Version 2.1 applies to contracts issued as a result of HHSC RFP numbers 529-08-0001, 529-10-0020, 529-12-0002, 529-12-0003, 529-13-0042, 529-13-0042, 529-13-0071, and 529-15-0001.</p>

Status should be represented as "Baseline" for initial issuances, "Revision" for changes to the Baseline version, and "Cancellation" for withdrawn versions

Revisions should be numbered according to the version of the issuance and sequential numbering of the revision—e.g., "1.2" refers to the first version of the document and the second revision.

Brief description of the changes to the document made in the revision.



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## **I. Applicability of Chapter 4.6**

This chapter applies to Managed Care Organizations (MCOs) participating in the STAR, STAR+PLUS, CHIP, STAR Kids, and STAR Health Programs and Dental Contractors providing Children's Medicaid Dental Services and CHIP Dental Services. The term "MCO" includes health maintenance organizations (HMOs), exclusive provider organizations (EPOs), insurers, Dental Contractors, and any other entities licensed or approved by the Texas Department of Insurance. The requirements in this chapter apply to all Programs, except where noted.

I. Applicability  
Modified by  
Version 2.1

## **II. Purpose**

The purpose of these procedures is to improve the administrative process for MCO submissions of Marketing Materials, Member Materials, Provider Materials, and Press Releases and to reduce the review and approval time.

II. Purpose  
Modified by  
Version 2.1

## **III. Material Submissions**

The MCO must submit Marketing Materials, Member Materials, Provider Materials, and Press Releases for HHSC review and approval prior to utilization. HHSC does not have a File and Use policy. For any Marketing Materials, Member Materials, or Provider Materials not specifically listed in Sections A or B, the MCO should consult HHSC via the HPM Communications mailbox to determine whether the materials need to be submitted to HHSC for review and approval.

III. Material  
Submissions  
Modified by  
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### **A. Materials that Require Submission for Approval**

The MCO must submit all Marketing Materials, Member Materials, and Provider Materials as defined in Attachment A to the Contract. Examples of materials that require review and approval include, but are not limited to, the following:

- Marketing Materials such as flyers, event flyers, billboards, posters, print media, television/radio storyboards, television/radio scripts, television media, MCO Website articles, and Press Releases intended to market to Potential Members
- Member Materials such as Member scripts, Provider Directories, Member Handbooks, Member ID cards, Member event notifications, Member newsletters, Member periodic surveys, and notices of action



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- Provider Materials such as Provider Manuals, communications regarding billing reminders or claims processing guideline changes, and provider training materials regarding the Program requirements
- Pharmacy and drug related Member Materials and Provider Materials
- Information to be used on the MCO's Website or the Internet
- Medicare materials that include Medicaid Program benefits and services

#### **B. Materials that Do Not Require Submission for Approval**

The MCO is not required to submit the following materials to HHSC for review and approval:

- Materials used as a means of developing Name Recognition, and no direct or indirect reference is made to the CHIP and Medicaid Managed Care Programs
- Health-related materials in which no direct or indirect references are made to HHSC or the Medicaid or CHIP Programs
- Provider Materials that are clinical in nature
- MCO subcontractor-developed materials, with the exception of Pharmacy Benefits Manager and Third Party Administrator (TPA) materials, as approval for these materials is delegated to the MCO

### **IV. Submission Guidelines**

#### **A. Submissions to the HPM Communications Mailbox Instructions**

The HPM Communications mailbox serves as a centralized location for the submission of materials for review and approval by HPM. The HPM Communications mailbox address is [HPM\\_Communications@hhsc.state.tx.us](mailto:HPM_Communications@hhsc.state.tx.us). The MCO must follow the instructions below for submissions to the HPM Communications mailbox:

1. The MCO must submit Marketing Materials, Member Materials, Provider Materials, and Press Releases as required by Attachment A to the Contract via email to the HPM Communications mailbox. See Section IV, letter B for the submission of pharmacy and drug-related materials.
2. The MCO must use the HPM Communications mailbox for its initial MCO submission only.
3. The MCO must include a unique Form Number in the bottom left-hand corner of the material. The Form Number must appear on the bottom left-hand corner on at least the first page of the material when published, distributed, or posted.
4. The MCO must submit one email per material.



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5. The MCO must include the appropriate corresponding title of the submitted material at the beginning of the Subject Line of the email followed by the MCO preferred subject line language. For example, a Member Handbook submission must be submitted as *Subject Line: Member Handbook [MCO preferred language]*.
6. For Press Release submissions only, the MCO must include the term, "Press Release," at the beginning of the Subject Line of the email followed by MCO preferred subject line language.
7. The MCO must complete all sections of the Medicaid Managed Care, CHIP, and DMO Marketing, Member, and Provider Materials form located in UMCM Chapter 4.6.2 using the instructions in UMCM Chapter 4.6.1 Medicaid Managed Care, CHIP, and DMO Marketing, Member, and Provider Materials Form Instructions with the required elements identified and submit the form with its material submission.

Upon successful submission to the HPM Communications mailbox, the MCO will receive an automated email response confirming receipt. The HPM reviewer will remove the HPM Communications mailbox from the email thread during review and approval correspondence.

#### **B. Submissions to the Vendor Drug Program (VDP) MCO Solutions Mailbox**

The Vendor Drug Program (VDP) MCO Solutions mailbox serves as a centralized location for the submission of Member Materials, Provider Materials, and/or Press Releases exclusive to pharmacy and drug-related information for review and approval by VDP Contract Management. In addition, although clinical edits are not considered Provider Material, clinical edits must be submitted to the VDP MCO Solutions mailbox with the exception of those previously approved through VDP.

The VDP MCO Solutions mailbox address is [VDP\\_MCO\\_Solutions@hhsc.state.tx.us](mailto:VDP_MCO_Solutions@hhsc.state.tx.us). The MCO must submit its initial submission of pharmacy and drug related materials to the VDP MCO Solutions mailbox. For these submissions, the MCO must follow instructions 3-7 as indicated in Section IV, letter A.

#### **C. Submissions to the MCO's HPM Team**

The MCO must submit materials containing information about the following items directly to its HPM Team only, **not** the HPM Communications mailbox or the VDP MCO Solutions mailbox, as these materials are not considered Marketing Materials, Member Materials, or Provider:



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1. New initiatives/process changes;
2. Operational Policy and Procedures;
3. Medical Policy and Procedures;
4. MCO Website re-design; and
5. Deliverable/report submission notifications.

These materials are not subject to the approval timeframes described in this Chapter. For these materials, the MCO must contact its respective HPM Team to discuss **before** submitting material for review and approval via the HPM Communications mailbox.

#### **D. Additional Submission Item Guidelines**

The MCO must follow the guidelines below if applicable to its submissions.

##### **1. Critical Elements**

The MCO must submit the corresponding UMCM Critical Elements checklist, if applicable, with its request for review and approval of materials. The MCO should refer to UMCM Chapters 3 and 8 for further details. Examples include, but are not limited to, Notices of Action, Member Handbooks, Provider Manuals, and Provider Contract Templates.

**IMPORTANT:** If the Critical Elements checklist is not included, the materials cannot be reviewed. HHSC will begin review only after complete submission of materials and checklists are received.

##### **2. Revision of Previously Approved Materials**

If the MCO submits previously approved materials as a result of new, revised, or updated information, the MCO should provide a copy of the corresponding Approval Form and a copy of the previously approved material to assist with the review timeframe and process. If the MCO does not have a copy of the Approval Form, the MCO must provide the approved material Form Number and date of approval.

The MCO must identify the new, revised, or updated sections in tracked changes by highlighting applicable sections or by another easily identifiable method.

In addition, the MCO must identify revisions and updates in tracked changes for all materials required per UMCM Chapters 3, "Critical Elements" and 8, "Provider."

##### **3. Reading Grade Level (RGL)**

The 6th grade reading level is applicable to all Member Materials and Marketing Materials and must be provided at the time of submission. HPM may request that





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the MCO submit a screen shot of the readability statistics including a list of words excluded from the RGL. The readability screen shot should not cover or obscure the document.

The MCO must refer to the HHS Consumer Information Toolkit for the development of materials and for assistance with meeting RGL requirements.

The MCO may exclude the following words from the RGL:

- a. HHSC provided language (including UMCM Chapter 3 required language)
- b. Legal terminology
- c. Medical terminology
- d. Numbers (telephone, fax, and hours of operation)
- e. Addresses and web addresses
- f. Medicaid and CHIP references
- g. Program and MCO names
- h. Proper Names
- i. Acronyms
- j. Dates

#### **4. Templates**

The MCO may submit materials that will be utilized as templates in which information such as dates, times, or articles will be interchangeable, for example, a newsletter or MCO event flyer template. The MCO must submit the final version of its template with identifiable placeholders for sections with interchangeable information.

#### **5. Content Only Submissions**

HHSC does not provide an approval form for content only submissions. However, the MCO may submit in a Word document the content it intends to utilize on its final version. HHSC will review the content and provide a content only approval via email. The approval form will not be provided until the final version is submitted. If revisions are made after content approval was issued, the MCO must identify the changes which will result in further review.

### **V. Review and Approval Process and Timeframes**

Unless otherwise specified, the materials submitted are subject to the approval timeframes described in this section. HHSC will respond to the MCO within 15 business days for all MCO submissions except for the submissions indicated below. The day count review period will begin on the business day after submission. If HHSC





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requests revisions during its review of the materials, the 15 business day timeframe resets with each response received by HHSC.

1. HHSC will respond within 30 calendar days for MCO submissions pursuant to UCMCM Chapters 3, “Critical Elements” and 8, “Provider.”
2. HHSC will respond by the close of business on the 7<sup>th</sup> calendar day for MCO press release submissions in accordance with Attachment A of the Contract.

HHSC does not have an expedited review and approval process. The MCO must ensure that materials are submitted to allow adequate time for review and updates as needed. Requests for expedited review may not be considered unless the material is related to an HHSC mandate. While there are instances where expedited approval may be warranted, it should not be the MCO’s expectation that HHSC will honor requests received. Any MCO with repeated requests to expedite will receive a courtesy reminder from HHSC.

HHSC will notify the MCO of the approval of the materials or of any required changes. An HHSC approval does not:

- confirm accuracy or provide verification of technical, procedural, or related references such as billing or diagnosis codes, hyperlinks, or contact numbers. The MCO is responsible for ensuring accuracy of such references before submission. If the MCO provides inaccurate or false information, HHSC may require that the MCO send a revised corrected communication which must include a statement of reference to the inaccurate communication.
- extend to modifications, changes, or revisions post issuance of approval.

If a response from HHSC is not received within the specified timeframes, the materials may be deemed approved, and the MCO may move forward with use and distribution of the materials provided the MCO notifies HHSC of its intended use.

If HHSC requests revisions to materials submitted before issuance of an Approval Form and the MCO does not respond within 30 calendar days, HHSC will consider the materials withdrawn and will close the review. The MCO may resubmit revised materials as a new submission.

HHSC reserves the right to require discontinuation, revision, or correction of any materials, including those previously approved by HHSC.



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VIII. Content Only Submissions Deleted by Version  
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